



Parking News!



Think there's *no* parking? Get to *know* parking!
www.parkitdowntown.org

September 15, 2003
Volume 1, Issue 4

Park It !

We've Got a Space for You

Downtown Lincoln Association, City of Lincoln launch "Park It" campaign.

Whether you are on your way to the hottest new movie, your favorite restaurant, a Broadway play at the Lied, or to Memorial Stadium to cheer on the Big Red, you've probably got one question on your mind when you visit downtown Lincoln, "Where do I park?"

If you find yourself asking that question, we've got two words for you: "Park It!" "Park It," a joint effort between, the City of Lincoln, the Downtown Lincoln Association (DLA), and the University of Nebraska-Lincoln, is an 18-month, comprehensive public information effort to promote parking in off-street parking facilities. "In recent years, the city has added over 2,500 new public parking spaces, including four new garages and two new parking lots," Carol Bates, DLA Marketing Director, said. "Our goal is to be sure that Lincolniters and visitors to our city know how much parking is available and where it is located."

The "Park It" campaign was created by an eight-member student team from the UNL College of Journalism and Mass Communications. The student team, in conjunction with Gary Lorenzen of Weise Research Associates, conducted extensive research and created a series of print, broadcast and radio ads. They also developed several public relations strategies to increase awareness of downtown parking facilities. "We're really excited about the plan generated by the student team," Ken Smith, City of Lincoln Parking Manager said. "It exemplifies the efforts between the private and public

sectors. It also helps enhance the downtown experience resulting in economic support to our city's core."

Another aspect of the campaign is a new



website, www.parkitdowntown.org. Upon logging on to the site, visitors will find various parking topics. By clicking on any one of these topics, people can learn about everything from parking validation programs to information on snow emergencies. The website provides many helpful tools that can be used to educate and serve the people who visit it. For example, with the help of the website, parking violations can become a thing of the past. Visitors can use the interactive map and information about parking meters to find all the "right" places to park, and avoid getting violations all together. Do you think you may have ticket, but aren't sure? You can use the site find out, and, if you do, you can even pay the ticket online. Every fall, the City of Lincoln transforms into a Sea of Red, as thousands of Cornhusker football fans invade the city all looking for a place to park. Now, with just a click of the mouse, citizens of Husker Nation can reserve a parking place for any of the home football games. Just log on to the website, and click on the "Husker Football Parking" link located at the top of the main page.

So no matter if you are heading to Haymarket for a bite to eat or on your way to watch another Husker victory, you won't have to ask yourself "Where am I going to park?" With the help of the "Park It" campaign and the new website, you will already know.